**[Transcript: Shell Helix Ultra with PurePlus Technology: Keeping your engine closer to factory clean]**

**Title: Shell Helix Ultra with PurePlus Technology: Keeping your engine closer to factory clean.**

**Duration: 1:30 minutes**

[Video location: https://www.youtube.com/watch?v=C\_mJPNHL9Cg]

**Description:**

Shell Helix Technology Manager, Dr. Bob Sutherland, explains the Active Cleansing Technology that goes into Shell Helix Ultra. Format is talking head to camera.

**‘Shell Helix Ultra with PurePlus Technology: Keeping your engine closer to factory clean’ Transcript:**

[Background sound]

Low computer sounds, pumping in the background. Trance-type music, that switches to string-based sounds play throughout the video, repetitive and unobtrusive

[Visuals]

White, rectangle box with curved edges appears in the middle of screen, with grey edging. The box has the curves of an old TV screen. Letters appear on screen as if being typed in real time. ‘HOW IT WORKS:’ appears in grey lettering. ‘SHELL HELIX ULTRA WITH PUREPLUS TECHNOLOGY’ appears below in red lettering.

[Visuals]

Fade to image of a white man in a white polo shirt with Shell Helix Ultra logo on the left breast of his shirt and a Shell logo on the right breast. The shirt’s while collar has red and yellow at the edges. He is sitting in a white room, directly in front of closed window. You can just see what looks like the Thames River through the window with green trees along the bank of the river.

The man is identified on screen as: ‘Dr Bob Sutherland, Shell Helix Global’ in bottom left hand side of screen.

[Sound]

Dr Sutherland speaks throughout the video, looking off camera to his left

[Sound]

“Shell Helix Ultra is going to provide our best level of protection against deposits, war, corrosion…”

[Visuals]

Quick cut to a cropped image of a white man wearing red overalls precisely pouring shiny, clean oil from a grey plastic bottle labelled ‘Shell Helix Ultra with PurePlus Technology’ into a car’s engine. The bonnet of the car is up, there’s a central view of the pristine engine and only the man’s arms and torso are visible.

In the background, the imagery is blurred but it looks to be a professional, cleanly ordered Shell Station with the forecourt just beyond.

[Sound]

“…and our best level of fuel economy enhancement for the customer.”

[Visuals]

Quick cut back to Dr Sutherland speaking

[Sound]

“The Active Cleansing Technology is really the heart and soul of the lubricant. It does the wear protection…”

[Visuals]

Quick cut to close up image on a computer screen showing a chart which includes two purple arrows from a box marked ‘leveling [sic] process’ pointing to two empty (or perhaps blurred out) boxes circled in red. The words ‘Levelled (LS)’ and ‘Leveled [sic] Surface’ can also be seen.

[Sound]

“It keeps deposits off of moving parts…”

[Visuals]

Another quick cut of close up view of vigorously moving engine part, in what looks to be a lab

[Visuals]

Third quick cut to close-up of more working engine parts, this time rotating camshafts, its shiny steel gleaming with some metal parts painted yellow

[Sound]

“…and it enhances the fuel economy of the lubricant.”

[Visuals]

Fourth quick cut to even more close up images moving engine parts, primarily pistons

[Sound]

“But it can’t do that alone.”

[Visuals]

Quick cut back to Dr Sutherland speaking

[Sound]

“It has to do that in companionship with the base stock. And that’s really the amazing part of the new Helix Ultra – is bringing PurePlus Technology together…”

[Visuals]

Quick cut torso shot of a person in a lab, wearing a white lab coat with the Shell logo on their left breast pocket, purple lab gloves covering their hands. The person is holding a glass bottle in their left hand

[Sound]

“…with Active Cleansing Technology…”

[Visuals]

Quick cut to side image of same lab technician extracting white crystals from large glass beaker with glass tube

[Visuals]

Quick cut to image from floor looking up of the back of man in white lab coat and wearing a white hard hat walking away from camera though a large, industrial lab with massive machinery, pipes, steel girders, testing equipment, computers on desks and office chairs visible.

[Visuals]

Another quick cut to close up view of white surface in a lab with many glass bottles visible, most of which are empty, some of which have blue lids screwed on and a number of which are filled with golden liquid or dark, purplish liquid. Four of the filled glass beakers are atop a lab scale

[Sound]

“…has enabled us to make a really incredible lubricant.”

[Visuals]

Quick cut to even closer view to two glass beakers, undulating, with golden oil glowing inside

[Visuals]

Quick cut back to Dr Sutherland speaking

[Sound]

“For many people who are buying new modern engines...”

[Visuals]

Quick cut to animated image of engine, suspended in a white space, steel parts in grey and a few in yellow. Camera sweeps in, engine spins to left side as parts move

[Sound]

“…the OEM or the manufacturer’s recommendation…”

[Visuals]

Quick cut as animated engine splits in half as if cut by an invisible knife to show inner workings of the moving engine. More part fall away as camera moves in closely to rotating camshafts

[Visuals]

Another quick cut to extreme close up of rotating engine parts with a few highlighted in yellow

[Visuals]

In total, there are five jumps cuts of various angle of the animated engine, all dynamically moving, rotating and pumping

[Sound]

“…will include specifications that they can only get in the products like Shell Helix Ultra with PurePlus Technology.”

[Visuals]

Quick cut back to Dr Sutherland speaking

[Sound]

“And for people who have slightly older vehicles, it’s a chance to take even better care of their vehicle and make that engine last even longer by reducing the amount of deposits…”

[Visuals]

Quick cut to engine part, looks like a camshaft, on a plinth which is being rotated by a hand in a purple, medical glove while the other hand, also in a purple medical glove holds up a colour swatch – ‘Scale B’ and ‘Scale C’, with hues of beige, numbered ‘9’, to brown to deep burgundy, numbered ‘2’ – to compare the engine part against

[Sound]

“…that form in the engine, minimising wear…”

[Visuals]

Quick cut back to Dr Sutherland speaking

[Sound]

“…and they get the boost of the added fuel economy…”

[Visuals]

Quick jump cut to purple-gloved hand pouring dark oil from plastic bottle into glass beaker

[Sound]

“…depending on the viscosity.”

[Visuals]

Quick jump cut to oil inside of the glass beaker being spun gently by a thin rotator placed in the middle of the glass

[Sound]

“Our new GTL base oil…”

[Visuals]

Two back-to-back quick jump cuts showing lab technicians working with liquids in glass beakers

[Sound]

“…isn’t where it’s going to be forever.”

[Visuals]

Quick cut back to Dr Sutherland speaking

[Sound]

“We’re still working on evolving this into…”

[Visuals]

Image fades from Dr Sutherland back to white, rectangle box with curved edges from the opening shot of the video appears in the middle of screen, with grey edging. The box has the curves of an old TV screen. Letters appear on screen as if being typed in real time. ‘HOW IT WORKS:’ appears in grey lettering. ‘SHELL HELIX ULTRA WITH PUREPLUS TECHNOLOGY’ appears below in red lettering.

[Sound]

“…even better products for the future.”

[Sound]

The strings in the background build, becoming louder, finally punctuating Dr Sutherland’s final sentence

[End]